

SONGWRITING



Songwriting magazine now in app form!

Songwriting Ltd is proud to announce that *Songwriting* – Britain’s leading online magazine for songwriters – is now available as an app. The app takes the form of a 63-page digital magazine featuring the same mix of interviews, gear and music reviews, ‘how to’ features and music industry news that have made the website such a must-visit destination for aspiring musicians across the world, and it comes in the full range of 21st Century flavours – iOS, Android, Kindle and Windows Phone.

Those who’ve yet to join in the ‘smartphone revolution’ needn’t miss out, either – the digital magazine can also be read on PC and Mac at PocketMags.com, while whichever platform you’re on, there’s a 16-page free sampler available so you can try before you buy. The price of the full app is just 69p (US/Europe 99c).

Songwriting is what happens when two experienced publishing professionals put their heads together and decide to create something from scratch. Publisher Aaron Slater has spent over 15 years working in sales and marketing roles within magazine publishing, including positions on the Music Making portfolio at Future Publishing and at iDJ magazine. He’s also a singer-songwriter in his own right. Editor Russell Deeks is a music and technology journalist with over 20 years’ experience who has written for the likes of Music Tech, Future Music, Hi-Fi Choice, T3, MacFormat and The Mix. He also happened to be editor (and then associate editor) of iDJ for over ten years.

In December 2011, inspired by the chart-busting success of Ed Sheeran, Adele, Amy Winehouse, Emeli Sandé *et al*, the two came up with the idea of launching a magazine for songwriters over a pub lunch, and in March 2012 the *Songwriting* website went live. Social media has been a key focus and an integral part of operations from the outset, with the result that *Songwriting* now has over 35,000 followers on Facebook and Twitter, and traffic to the website is booming accordingly!

Now, with the launch of the virtual magazine app, it’s time to take things to the next level. So whether you’re a newbie artist looking to gain some exposure, a major label PR building a press campaign for your A-list client’s next album, a gear manufacturer with exciting new products to tell the world about or a recording studio hoping to attract new business, we look forward to working with you in this exciting next stage in the seemingly unstoppable rise of *Songwriting* magazine.

The app can be found here:

Apple (iTunes) <https://itunes.apple.com/uk/app/songwriting-magazine-at-heart/id930483857?ls=1&mt=8>

Android (Google Play) <https://play.google.com/store/apps/details?id=com.magazinecloner.songwriting>

PocketMags (online reader) <http://www.pocketmags.com/viewmagazine.aspx?titleid=2589&title=Songwriting+Magazine>

Amazon App Store and Windows Phone App Store links will be available very soon.

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